ROBERT ROSS President & CEO



MUSCULAR DYSTROPHY ASSOCIATION, INC.

3300 East Sunrise Drive Tucson, AZ 85718-3208 (520) 529-5301

bobross@mdausa.org

December 30, 2002

Mrs. Lee Armstrong Vice President & General Manager **WAXN-TV** 1901 N. Tryon Street Charlotte, NC 28206

Dear Lee:

As you and your station's staff prepare for a new year of accomplishment, I hope you'll do so with all the sense of personal fulfillment due you for the important role you play in the lives of those MDA serves.

With your and your station's support, those who count on our partnership have greater help and hope than ever before. Through your assistance of MDA, you've literally transformed lives.

On behalf of all those you've benefited, I thank you deeply and wish you all good things in the New Year.

Best personal regards...

Sincerely,

RR:yt



Committee of 1000

Howard C. Bissell Crandall C. Bowles David L. Burner John Clancey William A. Coley Lisa Crutchfield David S. Dooley Frank E. Emory James H. Hance John W. Harris Rick Hendrick Fred W. Klein Kenneth Lewis **Todd Mansfield** Ed McMahan Tom Moser Tom Nelson Peter A. Pappas Jerry Richardson Russell M. Robinson Felix S. Sabates **Nelson Schwab** Ruth G. Shaw Paul A. Stroup

Ken Thompson Krista Tillman Edward I. Weisiger

Vicki Wilson-McElreath

March 18, 2003

Ms. Lee Armstrong WSOC-TV/WAXN-TV PO Box 34665 Charlotte, NC 28234

Dear Lee:

Thank you very much for your support of year two of the Committee of 1000 campaign. It is much appreciated and very much needed as the national and world economies continue to struggle.

We will notify Henry Faison and other founding members of your continued membership in this organization and keep you updated on the Committee of 1000 and events of importance to you.

Sincerely,

Terry M. Orell

Group Vice President

Business Growth

cc: Henry Faison

of Central Carolinas, Inc 301 South Brevard Street Charlotte, NC 28202 (704) 371-6257

Gloria Pace King President

May 8, 2003

Lee Armstrong
Vice President and General Manager
WSOC-TV/WAXN-TV
1901 N. Tryon Street
Charlotte, NC 28206

Dear Lee,

Congratulations on being named Outstanding New © Operation of 2002!

No one could be more deserving of such an honor. Your dedication to United Way and the Charlotte community is very appreciated and deserves to be recognized.

Once again congratulations!

Sincerely,

Gloria Pace King



file

May 21, 2003

Ms. Lee Armstrong WSOC-TV P.O. Box 34665 Charlotte, NC 28234

Dear Ms. Armstrong:

On behalf of the Charlotte-Mecklenburg Community Relations Committee, I would like to thank you for your generous contribution and support in making the Twenty-Fourth Annual Police Community Relations Awards Program a success. Please know that it is because of the interest and support of your company that we are able to honor police officers for their efforts in improving police-community relations in the greater Charlotte-Mecklenburg area.

Later this month, the Police Community Relations Subcommittee will begin a formal review and evaluation of this year's program. At that time we will review any comments, concerns, or suggestions submitted by sponsors, police personnel, and the general public. We invite you to be a participant in this process by sharing any suggestions you may have for the 2004 Awards Program. This information can be submitted in writing to the Charlotte-Mecklenburg Community Relations Committee, 600 E. Trade Street, Charlotte, NC 28202 or by calling Donna S. Johnson at (704) 336-3056 Monday thru Friday between the hours of 9:00 a.m. and 5:30 p.m.

Initial plans for next year's program will be developed in the fall of this year. At that time strategies for identifying potential award winners will be developed. We will also begin contacting our sponsors to ascertain their intent on being a part of the 2004 awards program. To that end, we respectfully request that WSOC-TV continue as a sponsor of the Police Community Relations Awards Program.

Once again, we thank you for your support and involvement in the Police Awards Program. We look forward to talking with you over the next few months.

Sincerely,

Fran Perez, Chair

Fran Pero-

Police Community Relations Subcommittee

Enclosures: Ceremony and Luncheon Programs



THE CHARLOTTE 49ERS
ATHLETIC FOUNDATION
9201 UNIVERSITY CITY BLVD.
CHARLOTTE, N.C. 28223-0001

P: 704.687.4950 F: 704.687.4918

June 9, 2003

Lee Armstrong WSOC-TV/WAXN TV P.O. Box 34665 Charlotte, NC 28234

Dear Lee:

The Charlotte 49ers Athletic Foundation would like to thank you for attending the 20th Annual Great Gold Rush Auction. We hope you enjoyed this special evening, and are pleased to announce that the Auction raised over \$181,000 for our student-athletes and teams, which proudly represent the University. This would not have been possible without the participation of over 500 Auction attendees like you, and we appreciate your support.

Please mark your calendars now for next year's event:

21st Annual Great Gold Rush Auction Saturday, June 5, 2004 Halton Arena Barnhardt Student Activity Center UNC Charlotte

Thanks again for helping the Charlotte 49ers achieve academic and athletic excellence. We look forward to seeing you again soon, and certainly on June 5, 2004!

Sincerely,

Judy W. Rose

Director of Athletics





PO Box 165 Spencer, NC 28159 (704) 636-2889 FAX (704) 639-1881 nctrans@tarheel.net



July 22, 2003

To: Tammy Harris and Kay Hall

From: Jemi Johnson

Re: Family Focus Participation

Dear Ms. Harris and Ms. Hall,

I wanted to personally thank you both for allowing the N.C. Transportation Museum another wonderful year of participation in the Family Focus campaign. The Family Focus series allows the museum exposure to a wide demographic audience and brings in new visitors each year.

This year, the museum had nearly 800 visitors ask for the Family Focus discount, raising an additional \$2,380.00 for the museum's site operations. This number was up from last year's participation of around 250 participants. The Family Focus series is a valuable asset to WSOC Channel 9, and we feel honored to have been a part of the campaign.

Again thank you for your help, and we appreciate this opportunity. We hope to work with you again next year.

Best Regards,

Jemi Johnson

**Public Information Officer** 

N.C. Transportation Museum

411 S. Salisbury Avenue

Spencer, N.C. 28159

cc: Elizabeth Smith, Executive Director of the NCTM Sturges Bryan, President of the NCTM Foundation





#### MUSCULAR DYSTROPHY ASSOCIATION, INC

3300 East Sunrise Drive Tucson, AZ 85718-3208 (520) 529-5301 bobross@mdausa.org

September 2, 2003

Lee Armstrong Vice President & General Manager WAXN-TV 1901 N. Tryon Street Charlotte, NC 28206

Dear Lee:

With your terrific help we did it again! Our 38<sup>th</sup> annual Jerry Lewis MDA Telethon was a record-breaker. You rallied your community behind MDA and its cause to raise a sensational total.

The great team you put together helped lead us to the most successful Labor Day Telethon ever -- and it was our "Love Network" of local affiliates, bringing MDA's message to the American public that made this accomplishment possible.

You're essential to our fight against neuromuscular disease. Your emcees conveyed MDA's message of help and hope to a caring public as only they can Your final toteboard total is testimony to their effectiveness. It was truly a Telethon to remember!

We couldn't have done it without you! You have our deepest appreciation for everything you do in the fight against neuromuscular disease.

Warm regards.

RR:lam



8330 Grier Road Charlotte, North Carolina 28215

September 8, 2003

WSOC-TV 1901 North Tryon St. Charlotte, NC 28206

Dear Sirs:

On behalf of the staff and students at Joseph W. Grier Academy, thank you for providing television coverage of our dedication and ribbon cutting ceremony on Thursday, September 4, 2003. We are very proud of our school and appreciate you providing media coverage for the Charlotte community to see.

We have obtained ordering information and plan to purchase a videotape of your coverage to have as documentation of the events of our first year. That tape will be a treasure for our present students and those students who will attend elementary school here far into the future.

Again, thanks for helping to introduce Joseph W. Grier Academy to the community.

Sincerely,

Celia Brandon-Phelan

elia Brandon Phelan

Principal

October 6, 2003

Ms. Lee Armstrong Vice President and General Manager WSOC-TV 1901 North Tryon St. Charlotte, NC 28206

Dear Ms. Armstrong;

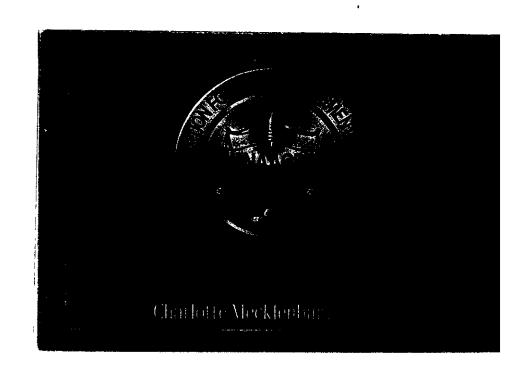
On behalf of our members, I would like to thank all those involved in the WSOC-TV NINE WHO CARE Awards. Assistance League of Charlotte members give back to our community because we care about the future of the children living here. It was an honor to be recognized for these efforts by WSOC at the 2003 NINE WHO CARE Awards luncheon.

Thank you for your efforts in making the public aware of the many individuals and organizations in Charlotte and surroundings areas that make a difference. Together we make the world a better place to live, work and raise families.

Sincerely

Novey Gradley

Nancy Bradley, President, Assistance League of Charlotte



Devi Ma Frazier What you so much for allowing me fee lessorterity to visit with you et das inhed my fleurise to meet you and have mong more appointmente to retate. I die Call Dira folet for know Our grang war "Sold" on Rod and just would not occept a substitute. De do, however, appreciate all

Gover eforts ond lope that we can several of our together on several of our takene effects, especially, Votes Empower ment.

P.O Box 25774, Charlotte, NC 28229-5744 · (704) 563-9794

October 14, 2003

Ms. Shannon Sopina WTQR Radio 2-B PAI Park Greensboro, NC 27409

Dear Shannon:

Please do me two favors: Take a bow for what you did for the Dixie Classic Fair, then personally thank everyone who came from WTQR. Record attendance does not just happen. Your station played a big role in this year's success.

I've always heard that the cream rises to the top, and I saw it first hand this year at your location. Helping raise money for charity was a neat idea. The folks who were your partners told me they got a lot participation.

Frankly, what really impressed me was the interaction of your air personalities with the crowds and their dedication to the event. Bill not only came with an obviously painful injury, but twice he also had to fight big weekend crowds to hobble to your location. Ed and Dallas kept big smiles and great attitudes their entire shifts. They represented the station and the Fair very well. They're keepers.

Angie made certain that a special young man got to meet Steve Azar, his country idol. It wasn't just a quick meet and greet but a visit. I noticed that all the people who were waiting their turn for a handshake and autograph were patient and were touched by those few special minutes. That was public relations at its best.

WTQR has long been a great friend of the Fair, and I hope it continues to be for many years to come. The Fair values the relationship more than words can express; so, when I say Thank You for all you and your people did, it is far more than just two words. It is deep, deep gratitude and appreciation.

Cordially,

**Bob Morphis** 

Bel Ner

320718 Rev Oct 2001



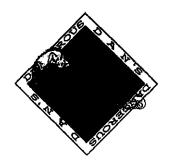
# **American Red Cross**

Together, we can save a life

# Dear Shannon,

Thank you very much for the support provided by the area Clear Channel radio stations for our annual Holiday Blood Drive.

We were very pleased with the donor response and many told as they were donating because they were aware of the drive having heard about it on one of your stations. Thanh you, again!



# Dangerous Dan's Cure Ride For Diabetes



Clear Channel Communications 2-B PAI Park Greensboro, NC 27409 336-822-2055

Dear Shannon Sopina,

All of the coordinators, volunteers and participants of **Dangerous Dan's** Cure*Ride* For **Diabetes** would like to thank you for your support and donations to our inaugural event.

We hope this marks the beginning of an ongoing relationship as we plan to continue **Dangerous Dan's Cure** For **Diabetes** annually.

Thank you for helping us make our first event a very successful one.

See you next year!

Sincerely,

Billy Bryant

**Event Coordinator** 



#### **GUILFORD COUNTY SCHOOLS**

May 12, 2003

Dear Community Business,

Thank you for your contribution to the School Bus Driver Appreciation Week We were very excited to receive the tee shirts, mouse pads, cups and pencils that you provided in recognition of our Professionals of the Year Your generosity is greatly appreciated

On behalf of the Transportation Department and the school bus drivers thank you for recognizing the contributions that these folks make to the safety and well being of the children in this county.

Sincerely,

Deborah Graves

Safety/Training/Recruiting

Program Administrator

WTOR Public File

#### Sopina, Shannon

From: Heather Collier [hcollier@victoryjunction org]

Sent. Friday, May 16, 2003 1:11 PM

To: Sopina, Shannon

Subject: donations from tires

Hey Shannon,

Just wanted to let you know the total from the piggy bank tires. It came to \$309 25!

Yeah! Thanks so much for all of your help and support. We will be in touch soon. Thanks

Heather Collier The Victory Junction Gang 311 Branson Mill Road Randleman, NC 27317 (336) 498-9055 EXT. 24 FAX. (336) 676-7025



#### WEST ROWAN YMCA

We build strong kids, strong families, strong communities.

# 100 PRIZES Donmon

ROWAN COUNTY YMCA

April 29, 2003

Dear Potential Sponsor.

Thank you for your interest in the West Rowan YMCA "Kids to Camp" Golf Tournament. This will be our third year hosting this tournament. We had a great experience last year and looking to make this vear even better, but we need your help. We are looking for several different options on our sponsorship program to fund the tournament.

OPTION 1

Corporate Sponsor \$2500.00

Name sharing as host of the tournament

Equal advertising opportunity

2 team entries

OPTION 2

Major Sponsor

\$400.00

2 tee boxes of your choice

1 team entry

Name listed as major sponsor on banner in our gymnasium year round

E HOLTEU

Hole Sponsor

\$100.00

1 tee box

Name listed as sponsor on banner in our gymnasium year round

OPTION &

Prize Sponsor

Prizes donated

Name listed on sign at the tournament

#### What is the "Kids to Camp" Program?

All proceeds will go toward the West Rowan YMCA Kids to Camp fund raising campaign. This campaign provides funding for disadvantaged youth to participate in the YMCA Summer Day Camp Program. Priority is given to the unrestricted gifts in order to meet the needs of the children in our area. The YMCA mission is to ineet the needs and serve all persons in the community regardless of ability to pay. Strong families are the foundation of a healthy community.

As you can see we have provided several different options from which you can choose to help us out. Please consider an option and help us continue to provide strong kids, strong families and strong communities Your contribution is 100% tax deductible.

Smoorely.

(In se 12 Blakeley

Angria R. Blakley

Branch Executive Director



### OFFICE OF GUILFORD COUNTY SHERIFF

400 W WASHINGTON STREET P.O BOX 3427 GREENSBORO, NC 27401 336-641-3694 GSO 336-845-3694 HP 336-641-6729 FAX

Shannon Sopina c/o Clear Channel Communications

It's hard to believe that nearly a month ago it was 20 degrees colder and over 70 people showed up to jump into the cold water at Oak Hollow Lake With the counting done, I wanted to take this time to say thank you to all that participated. We raised over \$15,700 for Special Olympics North Carolina

Yes, we are about fundraising, but the Law Enforcement Torch Run is also about raising awareness of Special Olympics. These athletes train year round and all their money comes from individual and corporate donations. Once again, we had a diverse group show up to lend their support. We had biker chapters like the Randolph County CBA (Concerned Bikers Association) and HOG (Harley Owners Group) members. There was Mike from DMJ (Davenport Marvin Joyce & Co.) who, over the past three Polar Plunges, has raised over \$11,000 and will receive this years trophy for most money raised by an individual. We had students and teachers from elementary schools to college participate. This is what I call a diverse group of our society, and we appreciate each and every one of you.

I am sure everyone noticed the tents with the Harley Davidson logos. Those were compliments of Mark Wheelihan, owner of Harley Davidson Greensboro. Mark and his group at Harley Davidson raised nearly \$3,000 for this one event. Somehow, he talked a representative from the Greensboro Bats to jump in and Hooter's Girls to show up as check presenters. This year with a commitment to donate over \$10,000, Harley Davidson of Greensboro will be recognized as a North Carolina Statewide Silver Sponsor.

Once again the event was promoted by the morning news personalities at FOX-8, and a full-page ad ran in Full Throttle Magazine prior to the jump. Clear Channel Communications (WTQR and The Buzzard) helped out this year. All this media coverage brought in a lot of individuals who wanted to participate (or just watch) Thank you Jim Scott of Entercom Communications for the great job on the microphone and bringing your friends from all the Entercom radio stations who participated in the Plunge.

All in all, I think everyone had a good time. Guilford County Emergency Services provided us with a warm place to change and an ambulance, just in case. Papa John's and Krispy Kreme donated the refreshments for all those who jumped. Volunteers from P.U.S.H. (People United for Safer Highways) and the Sheriff's Department, including the underwater Recovery Team and the Explorer Post, helped the event run smoothly.

For pictures of this year's event, Full Throttle Magazine has put its pictures on the Internet at http://fullthiottlemagazine.homeip.net/pics/feature/200302polarplunge/ Visit this site to see some good pictures

Sincerely,

Brian Henderson Deputy Sheriff

Polar Plunge Coordinator

Bria Eldersen

#### KYLE AND PATTIE PETTY

March 17, 2003

Dear Charity Ride Concert Supporters,

We wish to thank each of you for your participation in and contribution to the Charity Ride Across America's Finale held at our farm for the past five years.

Our farm, which is the location for the concert and finale activities, has suffered extreme abuse this year as a result of the ice storms and inclement weather. The work and time to get everything in form for the Finale is a project that is cost prohibitive in a short amount of time. In addition, the ride is taking a southern route and we will be visiting The Boggy Creek Gang Camp in Eustis, Florida. This is a great opportunity to allow our riders a sneak peak of what's to come in North Carolina by visiting our sister camp, The Boggy Creek Gang.

It is anticipated that the Charity Ride will come back to North Carolina in 2004. Again, we sincerely thank each of you for believing what we do makes a difference.

With kindest regards,

Kyle Petty

Pattie Petty

Lisa Thanks so nuch for usky Pepper
Moan for the Unde Sam Jam. Deb
and Andrew Lad a great time and
appreciate all that your did for Nem.
Don't Lesitate + call with any of Nem
Leeds you night have. I appreciate



our relationship and your professionalism.
Thanks eyah!
Meredith



When you care enough to serve the very best.

CRISIS CONTROL MINISTRY

Kelp for today—Kope for tomorrow

Renee Boyd PR & Marketing Coordinator

# Shannon-

Thanks for having us at WTQR on Thesday, May 6th, to promote our Hope dujour project. We truly appreciate WTQR's support of our project and look forward to working together in the future.

Thanks.



#### GUILFORD COUNTY SCHOOLS

February 18, 2003

Mr. Bill Flynn WMAGIC PO Box 5897 High Point, NC 27262

Dear Bill,

During the Guilford County Schools Spelling Bee competition I watched the expressions of the audience and the participants while you were the announcer. While they were excited and nervous, you were so relaxed. Your attitude was just what we all needed on such a momentous day and for such an important event.

Thank you for sharing your valuable time and expertise with the students of Guilford County. The memories you created will stay with the parents, students and teachers for a long time.

Sincerely yours, Poterte Fearson

Roberta Pearson, Ed.D. Curriculum Specialist

#### AIRPORT COMMISSION OF FORSYTH COUNTY

#### SMITH REYNOLDS AIRPORT



BOARD OF COMMISSIONERS
WILLIAM H. WHITEHEART
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Aurport Director

ABNER WRIGHT
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GLORIA D. WHISENHUNT
THOMAS F. McKIM

September 17, 2003

Ms. Betsy Harris Clear Channel Communications 2-B PAI Park Greensboro, NC 27409

Dear Betsy,

Thank you for your support of the 2003 Winston-Salem Air Show. Your support enabled the show to be one of the best to date. With well over 20,000 spectators in attendance the Air Show continues to grow as one of the premier events not only in Winston-Salem but also in the entire Piedmont Region of North Carolina.

As the Air Show continues to expand, it becomes increasingly important to solidify our corporate partnerships for future Air Shows. As a result I would like to meet with you and discuss the 2004 event. Also, during this meeting, I would like to get your feedback about the 2003 Air Show. This information is important so we can keep improving our relationship with our current sponsors as well as generate more sponsorship opportunities for other businesses in the area.

I will be in touch with you within the next week to arrange a time to meet with you. Again, thank you for your sponsorship and I look forward to speaking with you soon.

Sincerely,

Dane Heath

Special Events Manager



Publicfile

May 30, 2003

Ms. Betsy Harris Clear Channel Communications 2-B PAI Park Greensboro, NC 27409

Dear Betsy:

As fast-paced as business has become, we rarely take the time to pay a compliment that's due. For the amount of time that you've focused on us, I wanted to take a few minutes to say thanks.

As you know, 85 % of our sales come from outside of the North Carolina market. Furnitureland South felt it was important to begin to tap the Triad and surrounding areas. We began advertising with WTQR and WMAG in February 2003, for our Eabulous February event. And from day one, we began to experience traffic and sales directly from our radio commercials and promotional support on WTQR and WMAG.

St. Jude's Radiothon was a wonderful community sponsorship and a perfect venue to help promote the grand re-opening of Furnitureland Express. It was amazing to answer the phones in the last hour of the Radiothon and feel the emotional power of the listeners, donating \$313,000...almost \$40,000 more than last year!

And the Garage Sale? What's happening now has exceeded our expectations! We had 30 customers lined up at our gates on Saturday, May 17 at 5a.m., one and a half hours before the doors even opened! Some of the stories we're hearing are amazing...my favorite comes from the woman who was standing in line to buy an ottoman for \$49. While leaving the sale with ottoman in hand, another customer approached her and asked if she'd sell it. And she did so, for \$100! Ah, commerce!

Your staff continues to amaze me. Please share my thanks to everyone for all their hard work: Dallas Reese, Angie Ward, Bill Flynn, Rod Davis, and Bruce Goodrich in creative services. Your on-air talent has used their wonderful gifts to tell the Furnitureland South story to your listeners. And you have always helped me stay ahead of the curve! I am going to create a Furnitureland South marketing vendor of the year award and give it to you. I love the partnership!

Warm regards;

Terrie Silver Marketing Director

Furnitureland South

Furnitureland South Post Office Box 1550 5635 Riverdale Orive Jamestown, NC 27282-1550

# Florence Clementary School

7605 Florence School Brive High Point, North Carolina 27265

> **妈igh Point** \$19-2120 **Fax** 454-5579

Wednesday, August 13, 2003

Ms. Diana Wilds Market Controller WTQR, WMAG, WVBZ, WGBT 2-B PAI Park Greensboro, NC 27409

Dear Ms. Wilds:

On behalf of the staff at Florence Elementary School, I wish to thank your organization for its generosity.

The items your group purchased for the teachers will go along way in meeting their classroom needs for children. You really made their day on August 7! In the past, teachers often had to purchase these items.

It appeared that your folks really enjoyed participating in the "Fill the Bus" project. They are indeed kind.

Once again thank you.

Sincerely,

Ed Herring

Dear Deana,
Thank you for your
generosity to Florence Elementar
We greatly appreciate the
lytra school supplies and
will put them to good
use this year.
Suise Hunt Shark you
natione Hahein The Second Grade
mailene Hahein The Second Grade
Contagnation Thank John Seam

Sear Diena,
Sear Diena,
School clues that the many
are greatly appreciated,
Everyone's generosity and
Everyone's generosity and
Florence Elementary
Frost of crade Teacher
Agames Howely
James Frade Teacher
James Frade Teacher
James France Howely
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James Comments
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E006,81 tzupuA

Thank You!! Dear Diana and creway

Thank you very much for the school supplies. You spoiled me!! I'm pretty busy with my 29 fifth graders and the supplies have been so helpful to us, I can't thank you enough. We are going to have a great year at Florence!

Yahoo!!, Annemarie Killian 5th grade teacher

Dear Partner in Education:

Thank you so very much for supporting our classroom and school this year? Your help is really appreciated!



Sincerely yours, Knisten forter -2rd avade teacher